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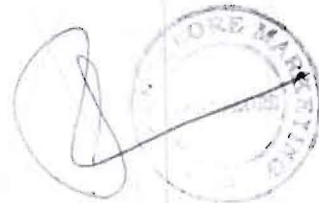
To,

RV Institute of Management  
Jayanagar 4<sup>th</sup> T Block  
Bengaluru 560041

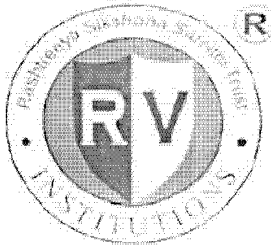
### Sub- Two Day Market Survey

The enclosed list of students have successfully completed a Two Day Market Survey that was held on 3<sup>rd</sup> and 4<sup>th</sup> of November 2018.

The students have conducted a market survey on “DARK FANTASY JELLIFILLS” and “SAVLON HANDWASH” in select supermarkets in and around Jayanagar area.



SAPAN GOYAL  
ASSISTANT MANAGER- PERSONAL CARE  
BANGALORE MARKETING BRANCH



## RV INSTITUTE OF MANAGEMENT

It was a great pleasure to work with ITC for their innovative activity “**Shubh Muhurath**”. The idea behind this program was to promote their product called yippee noodles where they had some good new flavours which grabbed the attention of people in the stores where the wet samples were being provided to each and every customer who visits the store.

The locations were very specific, selected based on the crowd. They had chosen 12 outlets Naming few Soul space arena, Banashankari, lido mall, Inorbit mall etc... the marketing strategy that the company used to promote their product was different that each and every marketing student should explore to it and should learn how to promote the products in a very effective way.

The main strategy was giving the samples to the customers providing the yippee noodles to taste so the people who really likes the flavour will buy immediately as many back out buying feeling that the new product which recently launched will be of either tasty or not where the people don't want to waste their money in testing.

As when we were given the opportunity to be part in this event we were very eager to see how the things happen as we were very fresher to this we got the opportunity to explore our self into different world where it was full of practical learning, we learn by doing the things in reality we had given the work of promoting the product yippee where we should promote and sell as many yippee as possible.

We all tried to sell in a very maximal amount trying best of best of ours with help of the other representatives of ITC present there. Our program was of four weeks where each member was put into different outlets that thought us to be independent.

When we look about the sales part the reason why the sales were varying because of the pricing strategy all the customers were expecting buy one get one offer if this feedback is taken into serious note really no other marketer can stand with the Yippee.

We the students of RVIM had this great exposure, in the beginning of journey of MBA that to at the very initial stage of our 1<sup>st</sup> sem we had this opportunity to work with ITC which gave us an immense knowledge on how the consumer behaviour will be how we can grab the attention of consumer and how to convince the customer.

Where these all factors are very important to any MBA marketing student which we all learnt this doing in hands of experience made us to learn experimentally. We the twelve students from RVIM who attended for this event made use of this in a very effective manner learning many marketing concepts by doing the things in practical.

— I, S Srikanth on behalf of all our batch mates attended for this event thank the RVIM director Dr. Purushottam Bung and placement head Ms. Payal Jindal for bringing us such a prestigious company and proving us the plat form to explore our self. our special gratitude to the ITC marketing department for giving us this opportunity to work with your organization.

Our special gratitude to Ms. Rupavani, Mr. ganapathi and Mr. Balaji FROM HR and Marketing department, TTC for their immense support in each and every thing of the activity. Concluding the overall program of four weeks learning was abundant with all marketing skills we also learnt the soft skills we got to know different kind of customer behaviour, the attitude, the strategies which we wanted to use and people management with this all outputs we successfully completed the given task.

NAME	LOCATION	SIGNATURE
Sujay	Inorbit mall whitefeld	
Vishwanath Gangappanavar	Big Bazaar Orion mall, Rajaji nagar	
Rakhendu Kanakvidu	Vijay Bank Colony, Dodda Banaswadi.	
Pradeep Hegde	Koramangala Big Bazaar	
Srinidhi B Patawari	GT World Mall	
Sagar M Sajjanar	Malleswaram	
PANNAGA H N	Big bazar Banashankari	
Shriman	Jayanagar	
Vighnesh bhat	Hebbala	
S SRIKANTH	Soul space arena	

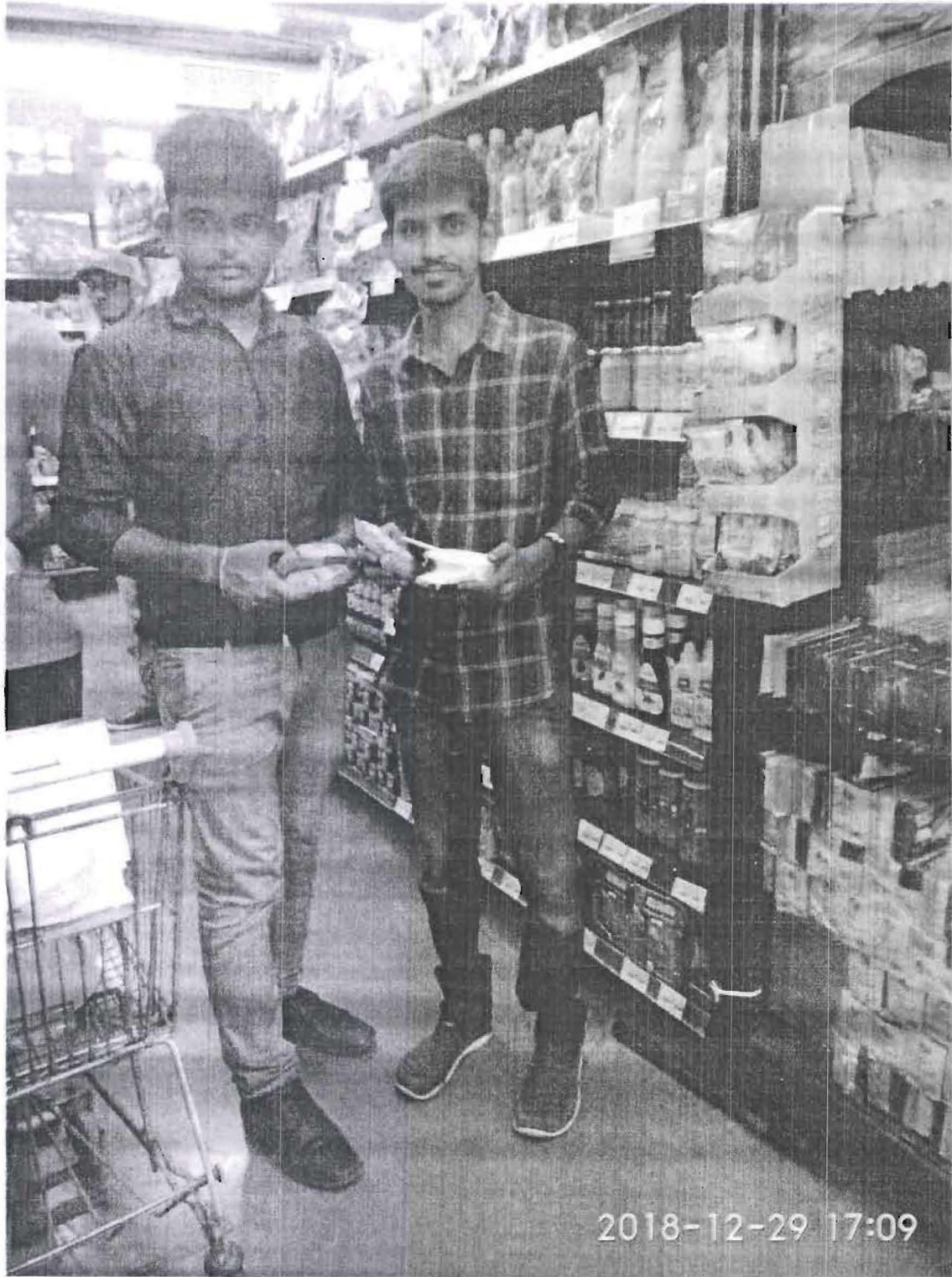
THANK YOU

Regards

S SRIKANTH  
2<sup>nd</sup> sem, MBA &  
Student Placement Coordinator  
RVIM

*Payal Jindal*  
Signature

Ms. PAYAL JINDAL,  
Asst. Professor and placement officer  
RVIM



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